



Maternal & Family
Health Services

2024 ANNUAL REPORT



grains of
sand make
a beach



Dear Friends,

Recently, I've been reflecting on the simple phrase, "grains of sand make a beach."

Just as an entire beach is shaped by countless grains of sand, meaningful change in a community is built through the small — and oftentimes invisible — everyday actions of individuals coming together. It's precisely what we do here at MFHS.

Everything we do — every appointment scheduled, diaper distributed, hand held, or question answered — adds up to something powerful. Actions — big and small — from our team members, community partners, donors, and supporters converge to make all of this possible. I am so proud to be a part of this team and was thrilled to recognize 24 employee milestone anniversaries this year, with a combined 365 years of service.

In this year's annual report, we're shining a light on a few MFHS teammates who stay busy and engaged by bringing our mission to life. From our front desk staff to nurses, nutritionists, social workers, operations experts, and coalition leaders, the talented individuals who bring their passion and talents to MFHS are the heartbeat of our organization.

Following our 2023 move into our new maternal medical home in Scranton, this was a year of settling in and establishing roots. If you've been to the Circle of Care, you know it is more than a place. It's our philosophy. This model of wraparound care connects families to medical, dental, mental health, nutrition, and social support services all under one roof. It redefines how we deliver care, and we're more confident than ever about the importance of bringing maternal medical homes into other communities.

This year also marked the launch of the Regional Maternal Health Coalition, a 14-county initiative grounded in community engagement and focused on improving maternal health outcomes. By bringing together diverse voices — from medical providers to social workers, public health experts, and community advocates — we will further advance health equity across the region and dive in to address a significant public health challenge.

While there is still much work to do, our individual grains of effort form something much larger — a supportive, resilient, and compassionate community. We are excited to share more about our progress this year, and we remain focused on continually raising the standard of care for the individuals and families who trust us with their care.

Thank you for being part of our story.

With gratitude,



Maria Montoro Edwards, PhD
President & CEO



Women, Infants, and Children (WIC) Nutrition Program

The WIC program improves the lives of at-risk families by promoting good nutrition for our littlest community members through pregnancy and until their fifth birthday. Through nutrition counseling, electronic eWIC benefits, and breastfeeding support, this program fosters healthier pregnancies, improves birth outcomes, and enables better growth and development of young children while reducing childhood obesity.

Throughout 2024, we dutifully responded to a 4.2% increase in WIC participants, serving more than 79,300 unduplicated enrollees across 32 MFHS locations in 17 Pennsylvania counties.

We saw seven months of more than 50,000 participants, and usage peaked at 50,467 in October. On average, 49,720 women, infants, and children received WIC benefits each month.

Many working families can access WIC benefits but, unfortunately, some do not realize it. All qualified parents, step-parents, foster parents, grandparents, and guardians who have an eligible child or children in their care should know that they, too, can receive WIC benefits. In response, we continued to spread the word about this critical program through widespread outreach and awareness campaigns.

Participants can access a variety of healthy foods, including fruits and vegetables, dairy products, whole grains, canned fish, eggs, kosher products, and vegan options. WIC benefits can be redeemed at nearly 400 retail stores and local farmers markets.

MFHS serves 27% of the Commonwealth's WIC enrollees and administers the program in the following counties:

- Berks
- Bradford
- Bucks
- Carbon
- Lackawanna
- Lehigh
- Luzerne
- Monroe
- Montgomery
- Northampton
- Pike
- Schuylkill
- Sullivan
- Susquehanna
- Tioga
- Wayne
- Wyoming



Laurie Waskovich, MS, RD, CLC
Promoted to Nutrition Services Administrator

For the last twenty years, Laurie has held various positions in the WIC program. In her new role, she will oversee nutrition education, breastfeeding support, and quality management for MFHS' WIC and maternity clients.

Laurie also oversees the innovative TeleWIC clinic to maximize access to WIC through remote visits.



Highlights:

This year, WIC proudly celebrated 50 years of supporting the health and nutrition of women, infants, and children across the country. Five decades of helping families thrive from the very beginning is a milestone we were proud to celebrate across our MFHS offices. From hosting on-site mini-events to attending regional celebrations, we remain proud to be a part of WIC's commitment to the next generation.

Our friends at Helping Harvest partnered with the Berks and Schuylkill County WIC offices to launch a maternity food distribution program supporting pregnant, postpartum, and breastfeeding women for up to a year after delivery. Backed by a dedicated grant, shelf-stable food boxes were thoughtfully designed to complement WIC's breastfeeding food package, and the collaboration was a natural fit.

We also piloted an **on-site food pantry in Bristol, within the Bucks County WIC office.** Since the launch of the on-site food pantry and the Helping Harvest partnership, more of our clients have access to food pantry resources during WIC appointments — underscoring the ongoing need for and impact of food accessibility.

\$52M+

in annual gross sales were generated through redemption of WIC benefits — a \$10M increase over 2023.

\$533,090

in WIC vouchers were redeemed this year. Propelled by the new partnership with farmers, \$91,780 in vouchers were redeemed at pop-up farmer's markets at WIC Centers.

WIC is more local than ever, thanks to a creative partnership with area farmers. To increase utilization of the Farmer's Market Nutrition Program, WIC centers invited local growers to pilot "pop-up" markets within 21 MFHS locations. The result? A dramatic increase in voucher redemption and marked improved access to fresh, local produce for qualified families.

Breastfeeding Support

WIC champions breastfeeding as the optimal choice for infant nutrition — nurturing not just babies, but the confidence and well-being of new moms. **Our well-trained and dedicated WIC nutrition staff and breastfeeding peer counselors are empowering families from the very beginning.** They encourage and support breastfeeding throughout pregnancy and infancy, including providing education and addressing barriers. Our team walks alongside new moms as mentors — offering knowledge and insights and promoting breastfeeding daily. **And it's working: in 2024, 68% of new mothers enrolled in MFHS WIC breastfed for an average of 16.92 weeks — a testament to the power of one-on-one mentorship, education, and accessible lactation support.**



SPOTLIGHT:

Shannon Hayward

CHIEF OPERATIONS OFFICER
JOINED MFHS IN 2004

When Shannon Hayward joined MFHS 21 years ago, she knew it was the place for her. "I remember having the feeling like this is where I belong, and this is what I was supposed to be doing," she shares.

For Shannon, it was more than the mix of the work, the mission, and what MFHS was doing differently — it's always been the people.

She shares, "Our team is so deeply committed to this work and they know they are making our region a better place to live, especially for mothers and children. The health of mothers and children reflects the health of our entire community. No one understands that more than our team."

Over her more than two-decade tenure with MFHS, following a new vision for the organization's growth across the past five years has been especially energizing to Shannon.

"Blending our longstanding 'circle of care' philosophy with the formal maternity medical home framework here in Scranton has been incredible. And now that we've done it, we know we can bring this idea to life in other places. It's really exciting."

Despite the sensibility and patient-centeredness of the maternity medical home model, the Scranton location is the only facility of its kind in the state. Shannon notes, "If it were easy, everyone would do it. You really have to have a mission to do this kind of work and the core programs — WIC, Nurse Family Partnership, reproductive health services — combined with maternity care. We've learned a lot in the past year, and we have the infrastructure to expand this model into new regions. We are ready."

Maternity Care

All moms-to-be deserve access to early prenatal care. MFHS is a trusted resource for pregnant women, their babies, and their families as they build a bright start together. From routine check-ups to behavioral counseling and no-cost maternity clothing, we help moms and babies stay healthy during pregnancy and beyond.

We are proud of our longstanding partnership with Moses Taylor Hospital Family Birthing Suites in Scranton and continued participation in the Healthy Beginnings Plus program, designed to ensure low-income, eligible pregnant women can access robust prenatal care and postpartum support.

This year, 384 pregnant women trusted MFHS for their maternity care and attended more than 2,000 maternity visits.

Maternity care is provided at our Circle of Care location in Scranton, and many of the pregnant women we see face barriers to care. Approximately 90% of our clients' pregnancies are considered high risk.*

Along with providing maternity care, our team is passionate about educating parents-to-be and helping equip them with the costly baby gear they will need once the baby arrives. Through private donations and specialized grants, we were able to distribute no-cost car seats, diaper bags, safe sleep items, and more to our clients.

We were thrilled to receive a Toyota Buckle Up for Life grant this year, and our team distributed 50 convertible car seats. Our Child-Passenger Safety Technicians also shared education about safe car seat installation and use to help ensure children are transported safely.

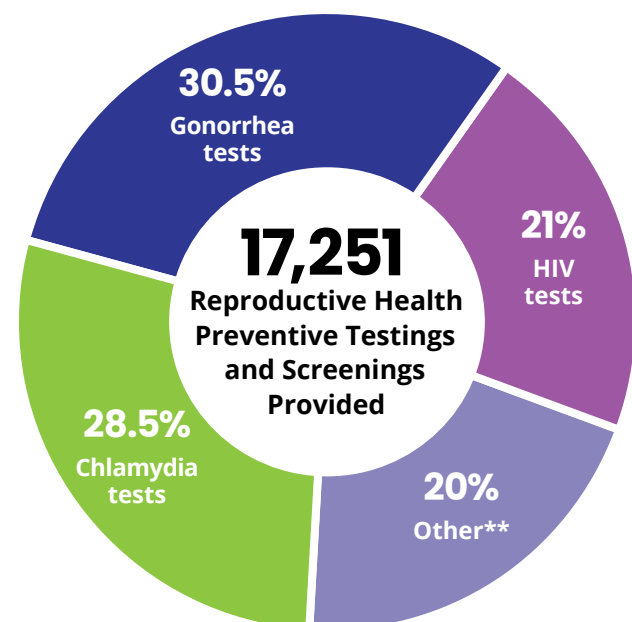


Preventive Exams, Testing, and Treatment

Routine and as-needed care helps our clients, their family members, and partner(s) stay healthier for the long term. **In 2024, we provided free breast and cervical cancer screening and diagnostic testing for 156 women through the Breast and Cervical Cancer Early Detection Program at 3 MFHS locations.** We also provide and promote regular gynecological care and pelvic exams.

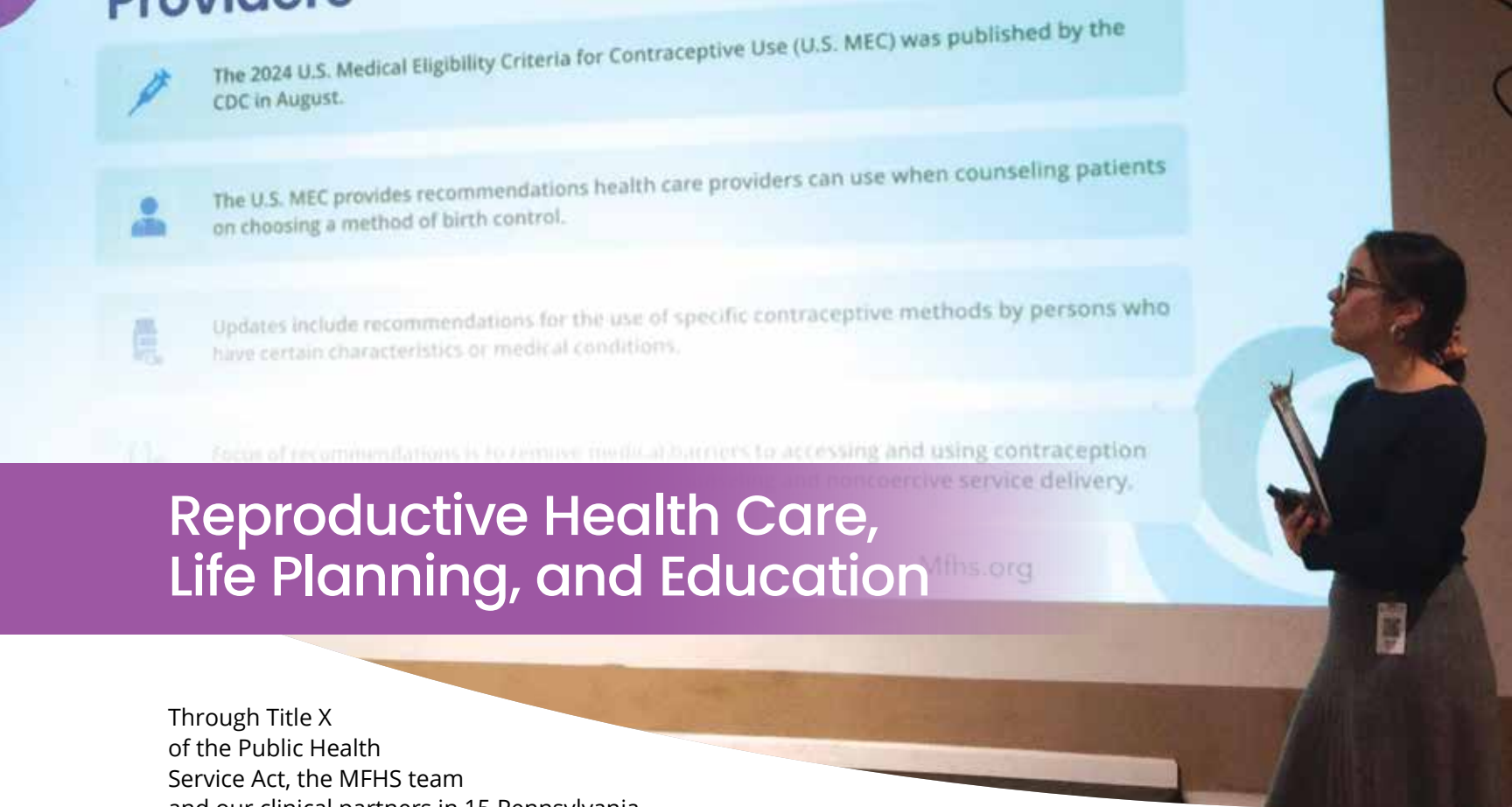
We continue to educate women, men, and teens around safer sex practices and offer screenings and treatment for Sexually Transmitted Infections (STI).

In 2024, MFHS administered 17,251 STI tests, avoiding 150 cases of Chlamydia and 30 cases of Gonorrhea. We provided 3,602 HIV tests and administered 45 preventive human papillomavirus (HPV) vaccinations.



*High risk indicators include medical or psychosocial factors, certain health conditions, nutrition challenges and socioeconomic factors, behavioral health concerns, or substance misuse.

**Other preventive testing, including HPV screenings and Papanicolaou (PAP) tests



Reproductive Health Care, Life Planning, and Education

Through Title X of the Public Health Service Act, the MFHS team and our clinical partners in 15 Pennsylvania counties provide education, care, preventative screening and testing, contraception, and family planning guidance.

We provide a respectful, inclusive atmosphere where anyone can receive the quality reproductive health care they deserve, including prenatal counseling and fertility awareness.

In October, MFHS hosted a Title X subrecipient meeting at the Wilkes-Barre THINK Center. Subrecipient partner organizations representing the 15-county region were in attendance and received information from MFHS staff on reproductive health program updates, providing equitable care to LGBTQIA+ adolescent clients, trauma informed care, and understanding the total program concept of providing family planning services.

More than 17,600 women, men, and teens received reproductive health services and counseling about their contraceptive options.

By pairing education with accessible birth control, 3,290 unintended pregnancies were prevented, saving the Commonwealth \$32.7M in maternal and birth-related costs.*

As part of this service line, MFHS provides education, guidance, and support to our clients who want to expand their family and plan for a healthy pregnancy.



Sierra Marsh Promoted to Administrative Director of Reproductive Health Programs

In this advanced role, Sierra assumed full oversight of our reproductive health programs and the Women's Services Program. Since joining MFHS in 2016, Sierra has navigated the complexities of administering federal and state grants and intentionally expanded her knowledge and expertise in the realm of reproductive health.

*Source: Guttmacher Institute



Youth Outreach, Health Education and Empowerment

MFHS continues to educate young people about relationships and reproductive health within school-based settings. By partnering with school districts and integrating the Personal Responsibility Education Program and SafeSpace Health Resource Center, we are equipping teens with the knowledge and confidence to make informed, healthy choices about their futures.

Our educators strive to open honest, evidence-based conversations about sexual health, healthy relationships, anatomy, puberty, and safer sex methods (including abstinence).

This year, we provided education within five schools in three districts. Our educators visited 12 classrooms an average of six times throughout the year. In one district, we also offered small group presentations and lunch table chats to reach almost 1,000 young people.

Our team members also visited regional colleges and universities, guest spoke on seven campuses, and presented at the inaugural NEPA LGBTQIA+ Education Symposium.

SPOTLIGHT:

Mickey Davis

SENIOR HEALTH EDUCATOR
JOINED MFHS IN 2017

Mickey joined MFHS with a clear purpose: to ensure young people have access to the knowledge they need to make informed decisions about their health, bodies, and relationships. Through her work visiting schools and talking with teens, she unpacks topics like body image, boundaries, and accessing health care.

As a sex educator, Mickey's role goes much deeper than chatting about the biology of reproduction. Today's young people are fully immersed in social media, oftentimes on the receiving end of inaccurate — and sometimes even harmful — information. A significant part of Mickey's work now involves social media literacy.

By creating a safe, open space for students to ask questions — and get evidence-based, truthful answers — she's passionate about combating misinformation. "I cringe at the type of education young people are getting online," she shares. "When it comes to their bodies, partners, and relationship choices, they're learning from friends or TikTok."

And as social media algorithms manipulate attention spans and draw young people into dependence, providing accurate and truthful education in such formative years is critical. When she's in the classroom, Mickey creates space where students feel safe asking questions. "Even when they think they know everything or act like they do, you see those moments when the lightbulb goes off — it's so fulfilling."

Research shows that parents are overwhelmingly supportive of school-based sexual education, and 80% believe it should begin in middle school or earlier. Mickey is helping shape a healthier, more informed generation — and she's motivated now more than ever. "If we step out, who's stepping in? If we are not offering this service, who is?"

Nursing Supervisor
AnnMarie Jennings, RN, BSN



430
mothers received
health education
and support
through 5,505
home visits.

Nurse-Family Partnership

The Nurse-Family Partnership (NFP) empowers mothers to develop critical parenting skills and knowledge through the guidance and support of specially trained registered nurses. With funding from the Pennsylvania Office of Child Development and Early Learning, at-risk moms-to-be — many of whom are teens — are paired with a personal nurse who provides health, planning, and goal-setting education across the first two years of the child's life. This evidence-based program is designed to prepare new parents for their role and encourage economic self-sufficiency.

MFHS offers the NFP program in Luzerne, Lackawanna, Susquehanna, and Wayne Counties, and also within parts of Pike and Carbon Counties.

Of the 184 babies born into the program this year — 55 more than in 2023 — 92% were full term and 93% weighed more than 5.5 pounds.

When a mother creates a solid foundation with their personal NFP nurse, their children are less likely to experience abuse, neglect, language delays, intellectual challenges, or behavioral issues.

In an effort to proactively address maternal depression and its multi-generational impact, the Moving Beyond Depression model — an evidence-based, voluntary, in-home cognitive behavioral therapy program — has been formally integrated into our NFP program. To date, 51 NFP moms have utilized the program.

This year, with the assistance from the Altitude Foundation, MFHS began offering virtual cooking demonstrations. Facilitators shared actionable tips on integrating healthy cooking into busy lives and promoting togetherness at home. Over \$15,000 in cooking tools, equipment, and supplies were distributed to the more than 200 mothers who attended.



SUPPORTER SPOTLIGHT: KATHY A. DICKERSON MEMORIAL SCHOLARSHIP

For the past 17 years, 23 Kathy A. Dickerson Memorial Scholarships — totaling over \$15,000 — have helped moms in the Nurse-Family Partnership program pursue degrees in nursing, human services, psychology, and more. Excitingly, one Kathryn Dickerson Scholarship recipient and previous NFP client has come full circle with MFHS. She successfully pursued her goal to become a Certified Registered Nurse Practitioner and now serves individuals and families who visit our growing Hazleton office.



SUPPORTER SPOTLIGHT: DIAPER DRIVES EXCEED EXPECTATIONS

Through the overwhelming generosity of **Penn East Federal Credit Union's employees and customers**, 7,500 diapers, 7,000 baby wipes, and 177 baby outfits were collected and distributed as part of their third annual Mother's Day Diaper Drive. **Students and employees of Geisinger Commonwealth School of Medicine and Geisinger Marworth** also initiated diaper drives this year. All diapers and related items were distributed to grateful, local families enrolled in our programs.

CELEBRATING MOMS AND ADVANCING OUR MISSION

In May, we hosted two inaugural Mother's Day fundraisers — ***From MFHS, With Love*** — in Luzerne and Lackawanna Counties.

The heartfelt events celebrated the mothers in our lives and brought so many of our friends, colleagues, and supporters together in support of maternal health. Both events raised awareness about MFHS and critical funds for the mothers and families we serve.



Our Circle of Care: More than a Place — It's an MFHS Philosophy

Our maternity medical home — nestled within a low income, high need area in Lackawanna County — integrates a variety of health care services and social supports under one roof. This one-stop, family-centric approach means that maternity care, reproductive health care, nutrition support, counseling, dental visits, and more can happen on the same day and in the same place. The convenience makes all the difference for our clients, many of whom must overcome transportation challenges to attend visits for themselves and their little ones.

The number of new clients continues on an upward trajectory, further illustrating the significant service gap MFHS is filling in the Northeastern Pennsylvania region.

To our team a Circle of Care is much more than a bright, welcoming health facility. Working as part of a 'circle of care' is an organizational philosophy — an intentional, client-centered approach to make health care accessible and manageable. It means surrounding each person with an inter-connected network of services to

address not only their immediate needs in that moment, but the broader factors that influence health and well-being. This philosophy drives us to break down silos between programs, ensure seamless referrals to trusted partners, and create a warm, welcoming, and nonjudgmental environment for all.

32,000+
visits took place at the
Circle of Care in 2024.

Community referral networks are unique in each of our 17-county service areas, and our role in this 'circle of care' looks different from region to region. In some areas, MFHS may be the core maternal health care provider, and in others we may play a secondary or tertiary role across the care continuum. As we've continued to grow over the past year, we remain focused on collaborating and understanding the nuances of different communities. If a partner organization offers a service or resource our clients need, we connect and refer to avoid recreating or duplicating efforts.

While our Scranton-based Circle of Care is the only maternity medical home in the Commonwealth right now, replicating the model in other areas of need is a key MFHS priority. We have identified need and readiness in Monroe County and intend to expand our services in the East Stroudsburg area in 2025.





HONORING MATERNAL HEALTH ADVOCATES AND HIGHLIGHTING CLIENT STORIES AT OUR ANNUAL COMMUNITY LUNCHEON

We were eager to share stories of impact — and further highlight our organizational mission and growth goals — at our annual gathering in October.

First Lady Lori Shapiro and Second Lady Blayre Davis were presented with the Outstanding Public Service Award for their joint commitment to improving women's health in the Commonwealth. The First and Second Ladies joined MFHS leadership for a panel discussion to explore pre- and post-natal health challenges and highlight actionable solutions. Two of our clients generously shared their unique perspectives to reinforce the importance of accessible, high-quality pre- and post-natal care.



Our current Board Chair, Christine Jensen, and President & CEO, Dr. Maria Montoro Edwards, presented a token of appreciation to MFHS' outgoing Board of Directors Chair, Mike Burns.



SPOTLIGHT:

Bernie Montigney

DIRECTOR OF INFORMATION TECHNOLOGY
& SECURITY | JOINED MFHS IN 2008

As MFHS has grown, so has Bernie's career in information technology (IT). What began as an internship while studying at Penn State Wilkes-Barre has evolved into nearly two decades of service within the IT department. "I took a position with MFHS almost 17 years ago... I ended up moving from an intern to an IT specialist to an IT analyst, then to an infrastructure analyst. I just kept moving up little by little from there."

Bernie's fingerprints are on many of MFHS' most significant tech and infrastructure upgrades, including a major facility build-out at the Circle of Care which marked a long-term vision realized. "It was quite the ramped up deployment and it just felt good to see us move into such a gorgeous building. There's always been a vision of what the Circle of Care would look like ... and to see it come to life here is just amazing," he shares.

The 32 MFHS locations rely on Bernie's guidance to keep their daily tech operations smooth. From camera systems to seamless Microsoft Teams connectivity with cell phones, AI chatbots, and lease management software, Bernie has embraced innovative tools and tech.

He's inspired by the commitment of longtime staff and values the ability to make meaningful changes within a mid-sized organization. "There's just something about the organization and what we stand for and what we do — and it makes you want to go to work."

While Bernie's work is rarely in the spotlight, it powers smooth operations — quietly driving the MFHS mission and keeping his teammates connected when it matters most.



Investing in Smarter Systems and Digital Integrations

Staying up to date with technology and maintaining smooth daily operations is a key priority area for MFHS. Across 2024, we made transformative investments in our information technology infrastructure and digital tools to enhance efficiency, security, and access to care.

To streamline communication across sites and improve client access, we transitioned to a fully integrated phone system, introduced a Spanish-language auto attendant, and deployed a new website chatbot to provide accurate information faster. Our IT team also deployed an updated camera system, door access controls, and upgraded network equipment across multiple MFHS sites, and additional software has been introduced to streamline documentation, processes, training, and onboarding.



*Cindy Kennedy,
Director of Community
Engagement and
Partnerships*

Women's Service Program

In July 2023, MFHS was selected by the Commonwealth of Pennsylvania to expand access and accessibility to women's health services across 11 counties. This robust, whole-person approach to women's health focuses on increasing access and education, — a natural alignment with MFHS' mission and vision.

As a Women's Service Program grantee, we connected with pregnant and parenting women to provide pre-natal, postpartum, and reproductive health education and increased community outreach activities to promote preventive screenings and proactive care.

We are proud to provide the health care women deserve.

Patient navigators are key to our centralized — yet personalized — approach. Whether someone needs to schedule a same-day medical appointment, access healthy food for their family, or just aren't sure where to begin, our patient navigators house a unique wealth of information behind their friendly smiles.

Yesenia Cosme, Women's Service Program Coordinator, is self-motivated, mission-focused, and excels at advocating for client needs. She shares, "I love being that bridge to connect

We distributed
menstrual supplies and
educational materials to

2,630+

individuals through
partnerships with local
schools and partner
agencies.



someone with the right care and resources. In a lot of instances, we can follow up with the women who call and make sure they are able to keep their appointments and get in touch with the partner resources we recommended. Being bi-lingual helps a lot. When I start to speak in Spanish, it helps put people at ease. When they open up and ask sensitive questions, I can get to the heart of what they really need and guide them in the right direction."

As part of the Women's Service Program, we have helped thousands of women successfully navigate complex health care and community networks. We also refreshed our website and integrated an interactive chatbot for a more user-centric experience.

The following organizations have partnered with us on this project: City of Bethlehem Health Bureau, NEPA Community Health Care, Planned Parenthood Keystone, Rural Health Corporation, and Wayne Memorial Community Health Centers.



*Deb Elsworth, RN,
Care Coordinator*

In the program's spirit of educating and empowering women, we formally launched our in-person Bump to Baby & Beyond parenting classes. Ninety-two individuals attended an education class in 2024.

Deb Elsworth, RN, Care Coordinator, brings heart and experience to her work. She is a longtime nurse who began with the Healthy Beginnings program and now provides prenatal education and care with a calm, steady hand. Deb is an advocate for accessible lactation support and she lights up when offering new mothers the support she wished she'd had years ago.

encourage women to ask questions, learn, follow their intuition, and connect with others.

Moms-to-be and new moms primarily attend the classes, but it's not uncommon for partners, grandparents, and other support people to pop into a group in the hopes of learning something new. Deb emphasizes the interconnectedness of psychosocial and physical needs of pregnant women, and is passionate about childbirth education." During class, she reframes the "scariness" around birth to help keep clients in a positive mindset. "We want to reduce fear and anxiety by providing knowledge and support. I remind them that every contraction is one step closer to holding that baby."

Whether it's through exploring structured class topics or simply opening conversations and listening without judgment, Deb and the MFHS team are creating a network where women feel seen, heard, and valued.



The peer support made possible through the Women's Service Program can be a game changer for a postpartum mother. Participation in the classes has led to new friendships and organic mom-to-mom support. Deb adds, "Nobody knows what it's like to be a new mom other than a new mom. They're in the trenches together."

Understanding that not everyone is comfortable in an in-person class setting, we have also integrated virtual education. Pregnant and postpartum women, their partners, or support people can access a suite of online lactation and breastfeeding education modules at their own pace.

This year, the Women's Service Program helped more Pennsylvania women gain knowledge, confidence, and access to care as they take control of their health. We are eager to continue and expand upon this work into 2025.

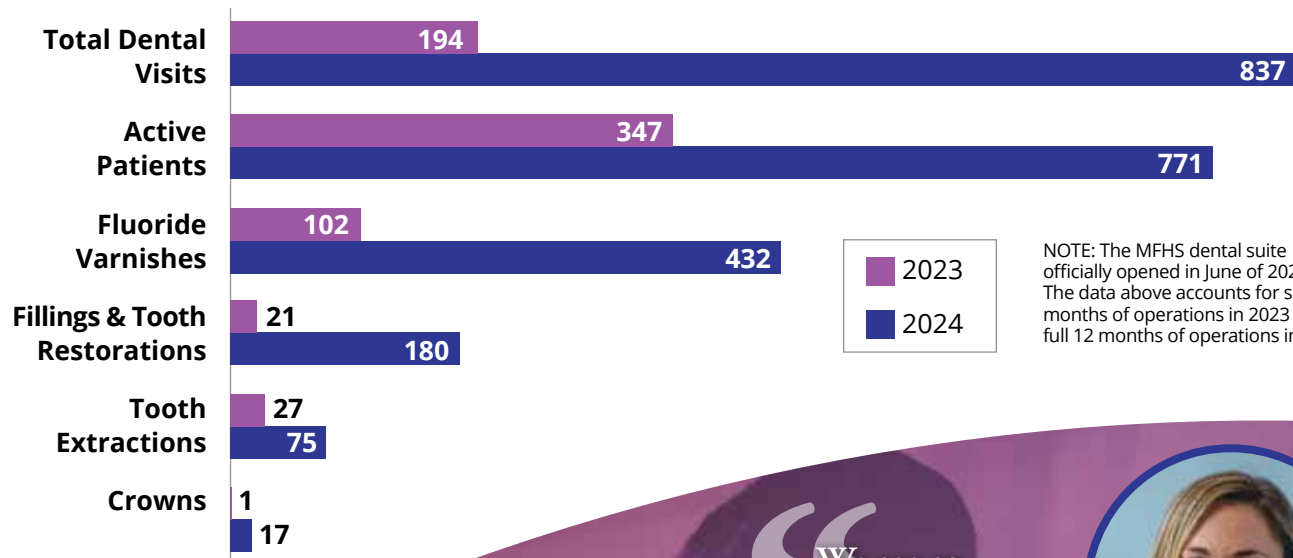


The classes serve as more than a knowledge exchange — they build confidence and community. Through parenting classes, support groups, and honest conversations at the Circle of Care, Deb and her MFHS teammates always

Oral Health Care

Proper dental care is especially important during pregnancy, as hormonal changes can increase the risk of issues that may affect both mom and baby. Gum disease is more common during pregnancy and, if left untreated, can lead to infections. Research has also linked poor oral health in pregnancy to complications such as preterm birth and low birth weight.

Maintaining good dental hygiene and accessing care during pregnancy also helps moms-to-be establish patterns of lifelong oral health care for herself and their baby. Many clients comment about how differently they view and prioritize dental care once they've established a dental home at MFHS. Our clients are comfortable in our dental chair, and they are at ease when bringing their little ones for oral health care, too.



NOTE: The MFHS dental suite officially opened in June of 2023. The data above accounts for seven months of operations in 2023 and a full 12 months of operations in 2024.

“We see so many children for their first ever dental visits and we just love that. Their moms came to us for their dental care when they were pregnant, and it’s a beautiful full-circle moment when we can teach those same moms how to maintain a lifetime of good oral health for their little ones.”

— Angela Zaino-Hallock, RDH, PHDHP, EFDA





“I always want to be on the side that is fighting towards something good ... and be a part of the positive change we need in the world.”

Regional Maternal Health Coalition

This year, we formally launched the Regional Maternal Health Coalition (RMHC) — a bold and much-needed initiative to reduce pregnancy-related deaths, improve maternal health outcomes, promote health equality, address health disparities, and create systemic change across a 14-county service area.

The priority areas of the RMHC include:

- Access to high-quality care
- Supporting behavioral health and substance use disorder needs
- Addressing Social Determinants of Health
- Improving rural health and maternity care deserts
- Expanding and diversifying the maternal health workforce

To date and in partnership with The Institute, we have identified coalition members to collaborate, share insights, and identify actionable solutions.

The RMHC is using community engagement principles to evaluate and implement the 2024 Pennsylvania Maternal Mortality Review Committee recommendations and the Centers for Disease Control and Prevention’s State Strategies for Preventing Pregnancy-Related Deaths. Initial research illustrates the need for responsive, individualized care and the impacts of behavioral health on maternal mortality.

SPOTLIGHT:

London McPhatter

REGIONAL MATERNAL MORTALITY PROJECT
COORDINATOR | JOINED MFHS IN 2024

London stands out as a dedicated health advocate working collaboratively to transform maternal health outcomes.

“I am very passionate about health care in general, but specifically women’s health,” London explains. “I’ve seen so many friends who have not necessarily had successful pregnancies or they’ve lost family members to maternal mortality ... which has just changed the entire trajectory of their life.”

London holds a deep-seated belief in the power of pragmatic action over endless discussion. Rather than waiting for perfectly curated data, she is actively exploring alternative data sources, including reaching out directly to hospitals and the RMHC members on the front lines of solutions.

London adds, “I think that the standard of care or the term ‘putting patients first’ ... it’s truly what we need. Each mother needs individualized care.”

Donors & Supporters

While the majority of our operational funding comes from grants, generous donations from individuals and partners allow us to respond quickly to the immediate, basic needs of clients right in front of us. Using unrestricted funds, we have distributed gas cards, diapers, maternity clothing, and menstrual products to thousands of the most vulnerable — and appreciative — people in our community. **We are exceptionally grateful to our supporters and deeply appreciate their steadfast belief in the MFHS team and mission.**

Circle of Friends

Platinum \$5,000+

Mr. Chuck Cohen & the late Rebecca Binder

Silver \$1,000 - \$2,499

Mr. Lake Ryan Gemzik
Mrs. Estella Parker Killian

Bronze \$500 - \$999

Dr. Lynne Coslett-Charlton
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Atty. Philip Gelso
Ms. Christine Jensen

Leadership \$250 - \$499

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Ms. Michele Dempsey
Mr. Ted Dickerson
Mr. Kevin Edwards & Dr. Maria Montoro-Edwards
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Ms. Lucy Edwards
Mr. Larry Enten
Mrs. Amy Fedele
Ms. Allegra Flores
Ms. Elizabeth Foss
Ms. Rachael Fronduti
Ms. Michele Gabriel
Mr. Kyle Gattuso
Ms. Michael Gerrity
Ms. Marianne Gilmartin

Ms. Lorianny Gomez
Ms. Melinda Gremse
Ms. Schrece Graff
Mrs. Jean Holmgren
Mrs. Ann Marie Jennings
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Ms. Mary Ann Kapacs
Ms. Nicole Kaufman
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Ms. Amy Lobst
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Mrs. Jean McGrath
Mrs. Joell McGrath
Mr. Joseph McGrath
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Ms. Lynne Mylet
Ms. Kristen Owens
Mr. David Pedri
Ms. Laura Pointek
Ms. Mara Pugliese
Ms. Emma Quinn
Ms. Rosemarie Rava
Mrs. Deborah Rutkoski
Ms. Alex Scanlon
E.M. Slovenkai
Ms. Cathy Stivala
Ms. Melissa Wolf



MFHS Welcomed Betsy McGrath Ardizoni as Director of Development

Betsy brings a strong background in community relations and fundraising and will orchestrate philanthropic initiatives and events. In this role, Betsy will also oversee the MFHS marketing team, advocate for MFHS, and support efforts to share our organizational story more broadly.

Sponsors and Friends

Artworks,
Beacon - Keystone

Attainable Edge

Bellefonte Associates

Benco Dental

Building Blocks

Caring Communities

Catherine McAuley
Center

The Cobbler Foundation

Crestwood High School
Interact Club

DX Dempsey Architecture

EMPM Dumpsters LLC

Family Service
Association of NEPA

Fidelity Bank

Geisinger
Commonwealth School
of Medicine

Gmerek Government
Relations

Greater Wyoming Valley
Chamber of Commerce

The Hazzouri Group at
Morgan Stanley

Highmark Blue Cross
Blue Shield

Honesdale National
Bank

Jacobi Capital
Management LLC

Jennifer Hetro LLC

Lackawanna County
Department of Arts and
Culture

OnePoint

Outreach Inc.

Penn East Federal
Credit Union

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PNC Bank

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StratSimple.com

TOPP Business Solutions

UMPC

United Way of
Lackawanna, Wayne
& Pike

United Way of
Wyoming Valley

Wayne Memorial
Hospital

The Wright Center

The Youngman,
Rosenthal & Shaffer
Wealth Management
Group of Merrill Lynch

Private Funders

AllOne Foundation

Altitude Philanthropies

Buckle Up for Life

ESSA Bank and Trust
Foundation

Hawk Family
Foundation

Luzerne Foundation

Moses Taylor
Foundation

PNC Foundation

Sanofi US

Weinberg Foundation

If you would like to learn more about what's next for MFHS, please follow us on social media.

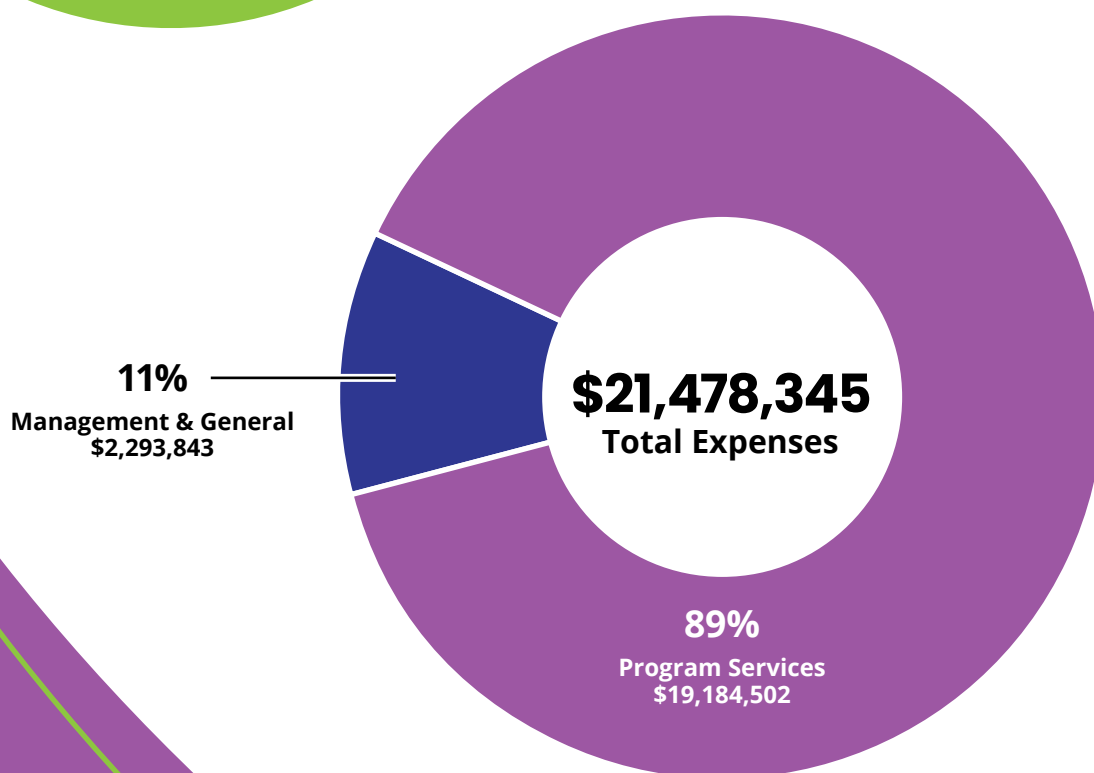
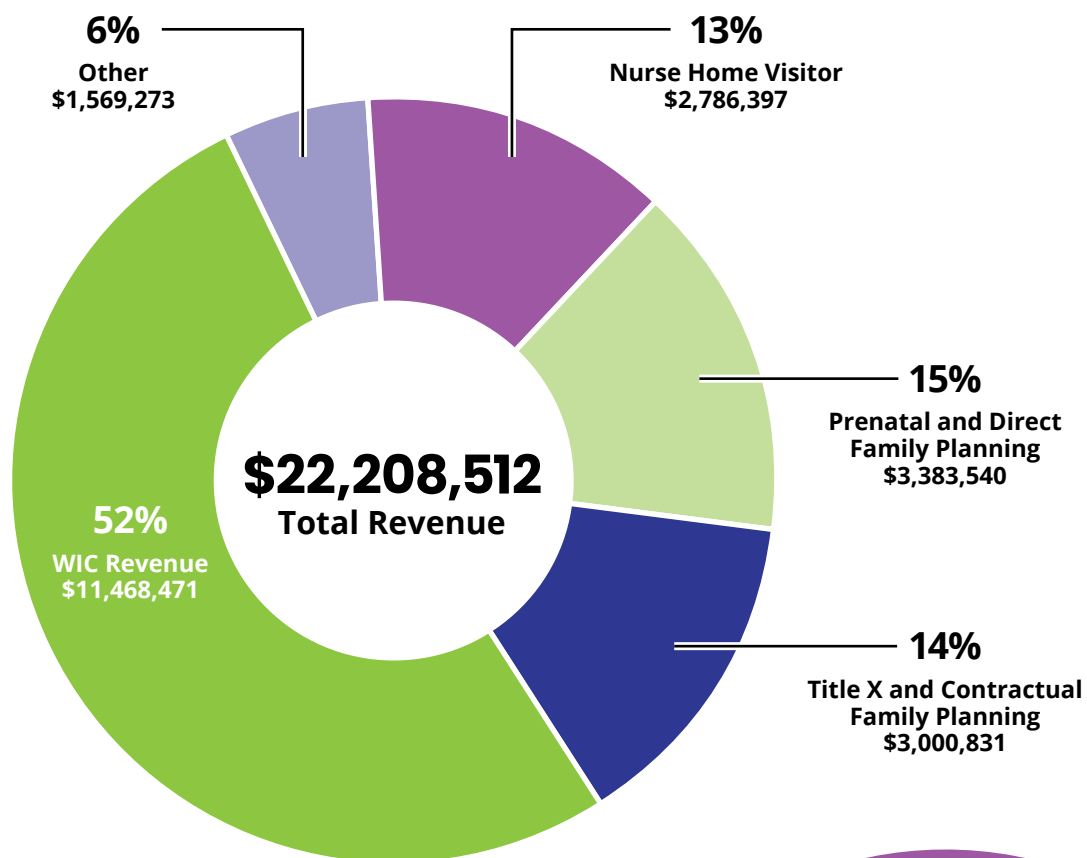


To donate and help us further our mission, please scan the QR code or visit mfhs.org/donate

This list includes gifts and support received between 1/1/2024 and 12/31/2024. MFHS wishes to ensure that every donation is acknowledged correctly. If your name is omitted or listed incorrectly, please accept our apologies and contact us at Marketing@mfhs.org so we can correct the error.

Fiscal Report

Our annual fiscal report* highlights a year of responsive service and growth, sound financial stewardship, and continued focus on our mission. Transparent and responsible financial management remains central to our work, ensuring every dollar is used effectively to create lasting change.



*2023-24 fiscal year

Our Mission

We are an innovative health and human service organization dedicated to meeting the needs of the community through information, education, and quality care.

Core Values

With our core values as our guide, MFHS is fully committed to being an organization that embraces diversity, equality, and inclusion, both in our workforce and communities.

Commitment to quality in our work and to respect the dignity for the individuals we serve.

Accountability for our actions and interactions with others.

Respect for all individuals, regardless of their range of human differences, both in our workforce and throughout the communities we serve.

Excellence in performance and service.

Executive Leadership

Maria Montoro Edwards, PhD, *President & CEO*
Shannon Hayward, *Chief Operations Officer*
Margaret Manley, *Chief Financial Officer*
Amy Roberts, *Vice President, Human Resources*

Medical Directors

Marc Rabin, MD, *Medical Director*
Jill Snyder, DO, *Medical Director*
Harold Davis, MD, *Asst. Medical Director*
John Cimini, DMD, *Dentist*

Board of Directors

Christine Jensen, *Chair*
Lake Gemzik, *Vice Chair*
Suzanne Fletcher, *Treasurer*
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Kara Poremba
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George Rable
Garry Taroli, Esquire

* 2023-24 fiscal year



Maternal & Family Health Services

15 Public Square, Suite 600

Wilkes-Barre, PA 18701

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